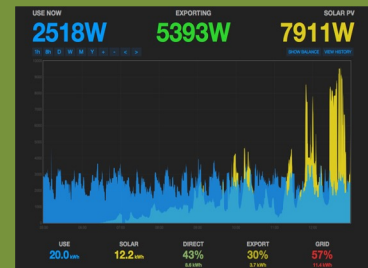
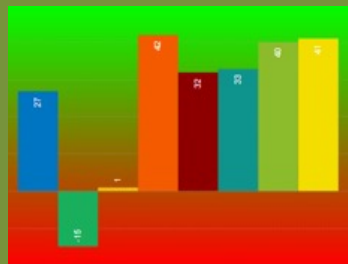
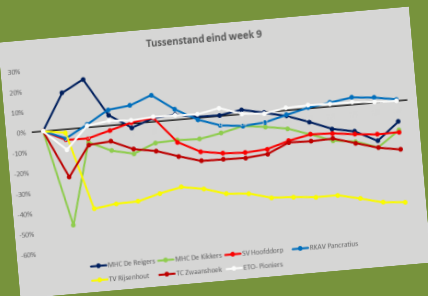




LaLiga de la energia

LaLiga clubs join forces in innovative Energy Saving Competition



Preface

Dear reader,

You are about to read our pitch. But you dive into our proposal I want to tell you something about our background.

The Energy Battle is a succesfull initiative from the sport, by the sport and for the sport. Our concept was developed in 2015 as a sustainability project at our local field hockey club. As part of that project we developed an detailed energy monitoring system which showed the clubs energy consumption live on a TV in the clubhouse. This made cautious energy use priority among all club members. The club saved thousands of euro's just by creating awareness and sharing knowledge which lead to readjusting human behaviour.

Wanting to expand this succes and help the sport sector become more sustainable we decided to combine energy monitoring with an innovative competition format and organise 'energy battles' with/between local sport clubs. We made energy competitive and fun! The concept turned out to be a great succes, with significant energy savings and positive publicity. We had several succesfull sportive Energy Battles and got national recognition.

Now this challenge might take the Energy Battle concept to LaLiga. What a fascinating idea that this sportive idea might make it to the peak of the sporting world.

We kindly offer you our idea of *LaLiga de la Energia*.

Pieter Verhoogt
Director

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1. Introduction Energy Battle



The Energy Battle is an energy saving competition for sport organisations.

The concept is an innovative combination of four elements:

- Innovative and detailed (live) energy monitoring of gas and electricity usage
- Focus on changing human behaviour by creating awareness and insights about energy consumption and spillings
- An inspiring competition format
- Generating attractive (social) media content (scores, rankings, stories, lessons learned)

The concept has proven itself in several succesfull Energy Battles as an effective and inspirational intervention to saving energy.

The Energy Battle was ranked among the top 100 of best sustainability interventions by the Dutch national newspaper Trouw. In addition, the Energy Battle is named among the 'best practices' by the National Department of Internal Affairs (sustainability).

2. Company profile

The Energy Battle concept is defined and managed by the Energy Battle Foundation

The Energy Battle Foundation was founded in december 2016, is based in Hoofddorp (Amsterdam area) and is registered with the Dutch Chamber of Commerce (KvK70267960)

The organisation has a 3-member board and a 5-member project team

1. Board



Corniel



Erik



Johan

Boardmembers

Corniel Groenen
Erik Klein Nagelvoort

Johan Zonderland

Head of Sports at City of Den Bosch
Managing Partner Blue Field Agency &
President Dutch Field Hockey federation
Project Man. Ymere Housing Corporation

2. Projectteam



Pieter

Director/
projectmanager



Gert Jan

Partnerships



Ellen

Communication
& Finance



Gerard

Technical
engineer



Arno

Technical
engineer

3. Problem to be solved

In their quest to become more sustainable organisations aim to reduce their (fossil) energy consumption. They often do so by spending much time, effort and money on technical interventions (isolation, solar panels, heat pumps, etc).

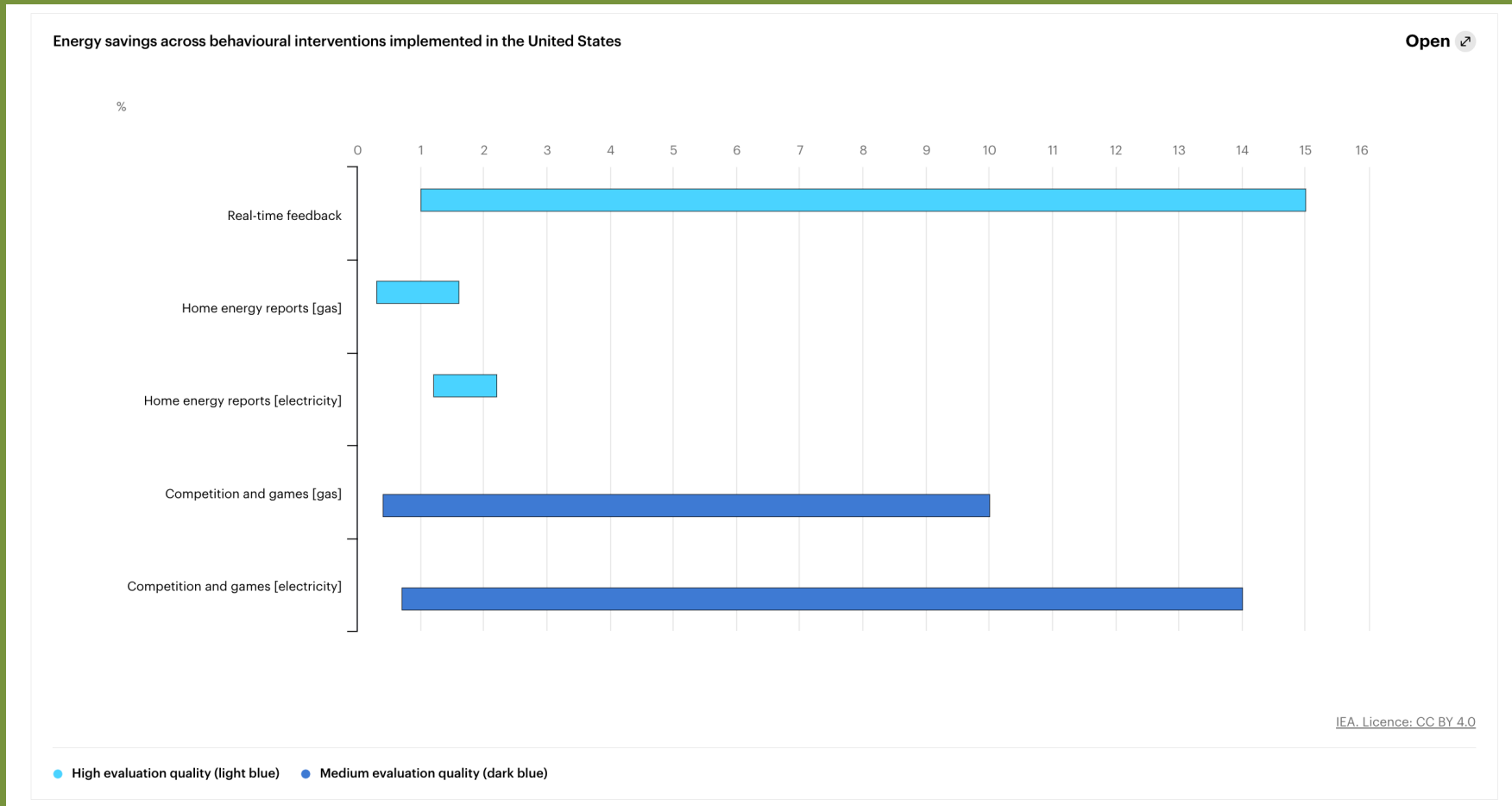
They often neglect another obvious and cheap intervention: human behaviour.

According to the *International Energy Agency*, energy saving measures focussing on human behaviour - triggered and guided by direct feedback or games – can lead to energy consumption reductions of up to 15% in homes. (see next slide).

Adjusting peoples mindset and triggering actions requires that they are inspired by a (collective) purpose and have the information necessary to act. The Energy Battle provides both. Advanced energy monitoring gives them the relevant insights. And participating in a competition makes energy saving the talk of town within organisations, giving people legitimate and accepted (!) reasons to act. We have learned that these effects are especially visible in competitive sport organisations.

Our experience shows that people become more cautious in their own energy consumption and less hesitant to remind others about negligent energy consumption and the effect this has on the organisations ranking in the Energy Battle.

3. Problem to be solved (2)



Source: *The potential of Behavioural Interventions for Optimising Energy Use at Home*, International Energy Agency, June 2021

4. Value proposition/business model



There are several reasons an Energy Battle with LaLiga clubs (LaLiga de la Energia) would be a great idea.

First and foremost: it makes a great story! LaLiga's top football clubs joining forces in an energy saving competition will make headlines in Spain. And internationally. Sport clubs competing against each other, but also competing together, as it is also a collective push towards a more sustainable future. One club will win the competition. But LaLiga de la Energia has many winners as every club saving energy is also a winner.

Second: saving energy means saving money. Overall, *participants* of previous Energy Battles saved an average of 12% on their use of electricity and 29% on gas. Without investing large sums of money. Just by paying more attention to their (un)necessary energy consumption. *Winners* our competitions saved an average of 37% on their consumption, both for electricity and gas. Especially with the current energy prices, these figures translate into serious financial savings.

Third: LaLiga de la Energia will touch and inspire people everywhere in Spain. Through (social) media the league and its clubs will promote more cautious energy consumption to millions of people. *LaLiga de la Energia inspires everybody!*

4. Value proposition/business model-2



Up until now, the Energy Battle's business model has been quite simple. We have a sponsor for each competition. In most cases it is a local government ordering an Energy Battle with several local sport organisations. We calculate the costs and the government pays us a fixed fee. In this fee is included:

- Installing our advanced energy monitoring systems
- One year rental of these systems
- Organizing a 1-year competition
- Supporting and advising the participants
- Generating publicity and media content
- Organising a start meeting and a finale with prize ceremony
- Organising meetings to share learnings and insights
- De-installing the energy monitoring systems

If we are to organise an Energy Battle for LaLiga, we will most likely use a different business model where we will find a Spanish partner using either subcontracting or a licencing agreement. On the next slide we present the first option.

5. Potential participants & partners



All 20 clubs of LaLiga can take part in LaLiga de la Energia. In addition, it is possible to add the LaLiga organisation as a 21st participant. We consider 6 participants to be the minimum for a Battle.

Organising an Energy Battle requires two types of activities. There is the *technical aspect* of preparing (or even installing) and servicing adequate energy monitoring systems in certain buildings of the participating clubs. And there is the *game management aspect* of running the competition, keeping all participating clubs informed, turning energy consumption data into rankings, using rankings and learnings to create interesting content as well as overall project management.

We will take care of the game management aspect. For the technical aspect we can subcontract partners in the form of a specialised Spanish company.

In previous Energy Battles we have had various partners who would provide the participants with relevant advice on energy saving measures. We could also add aspect to LaLiga de la Energia.

6. How does it work?

In LaLiga de la Energia, several or all LaLiga clubs will compete against each other in an effort to realize a significant relative reduction (%) in their (fossil) energy consumption (gas & electricity). By focussing on a relative reduction, large and small clubs have an equal chance of being succesfull and winning the competition.

We will manage the competition by combining the energy consumption data of all participating clubs in our game engine. This game engine generates daily, weekly, monthly scores and rankings, winners and other interesting insights. After a set period (season, year) we wrap up LaLiga de la Energia with a trophy for the winner.

We will use the existing energy monitoring systems of the clubs as our data source. For an adequate understanding, collection and transfer of the data we might have to add some additional sensors, modems etc.

We will also use the incoming data to a) produce valuable (social and traditional media) content for LaLiga and its clubs and b) scan for potential energy saving opportunities for the participating clubs and inform them accordingly.

All the clubs have to do is actively motivate their employees to use energy cautiously, act on the insights from their monitoring systems (find saving opportunities) and our standings. The key to success in the Energy Battle is **communicate about saving energy!!** To stimulate this we also have a prize for the club with the most/best communication efforts.

7. Internationalisation

Taking the ENERGY BATTLE to Spain is a challenge we would love to take on. It will be rather easy to transfer our game management activities. We can do most of this online from our base in the Netherlands. For some game related activities we will need to come to Spain.

The technical aspects will need more effort and thought and most likely a new approach. In the Netherlands we have our own advanced energy monitoring systems which we rent out to the participants. Because of the scale of the operation in Spain it remains to be seen if we can use our current model or switch to a more adequate (flexible) one.

We could opt for a partnership with a Spanish subcontractor. Or we could licence the whole Energy Battle concept to a Spanish partner. For this decision we need to know more about the scale of the operation. This requires answers to several questions. For example: for which part of the clubs infrastructure will we monitor the energy consumption? Only the office space? Also the training facilities? The stadium? We will make this decision after discussing the operational options with LaLiga.

One way or the other, we look forward to a possible international expansion of our concept in the form of LaLiga de la Energía.

8. Scalability & growth

If LaLiga invites us to organise LaLiga de la Energia, we will quickly adapt our organisation. We will upscale the projectteam - which now has five part time members – so it will have 1 full time project manager, supported by several part time colleagues.

If necessary we will arrange additional capacity of the kind that is needed (management, monitoring, communication). We have several options in our network to arrange such a staff expansion.

For now we do not see scalability as a problem. This is where Spanish partners come in. We will take this issue – and the growth effects - into account when we consider the various partner/licencing models we have as options.

9. Technical definition

The Energy Battle as we organise it in The Netherlands relies on our inhouse developed advanced energy monitoring system which provides real-time online insights on electricity consumption. We measure the consumption for every single fuse in the electric system of a building. Our system also has live gas consumption monitoring.

The level of detail of our monitoring system is rather unique. The combination with gas consumption monitoring is also rare.

For LaLiga de la Energia we need to check the electrical and monitoring systems of all participants. After that we will decide how to organise the club-by-club monitoring and data transfer. We will find a Spanish partner who can take care of these technical aspects for us. After all, a national Spanish permit is required to work on electrical systems.

If clubs do not have a basic energy monitoring system, we need to discuss the options with LaLiga. They could rent a temporary system or buy a permanent one. This is all to be discussed after we have checked the systems of all participating clubs and identified critical issues and possible solutions.

10. Final remarks

The succes of our Energy Battles in The Netherlands makes us anxious to tranfer this innovative concept to other countries. Organising a Battle for LaLiga would be a fantastic privilege. We are convinced LaLiga de la Energia has te potential to become a great story for LaLiga, an effective instrument to save energy and generate interesting content to get the spotlights on a league that takes its carbon footprint serious.

We hope you recognise the potential of this proposal.
We look forward to your reaction.

Pieter Verhoogt

Director

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Our website www.energybattle.nu is currently under construction. It should be updated within the coming days. For LaLiga de la Energia we will design a decicated Spanish website.